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**SOUTHERN AFRICA**

## SUCCESS STORY

# Label Clothing (Pty.) Ltd.

### **Material World New York's African Pavilion creates sales for Southern African firms**



Photo: Southern Africa Trade Hub

*Taking advantage of duty-free import status to the United States Label Clothing's Bernice Rensburg displayed a variety of items at the show*

***Label Clothing (PYT) Ltd., a newly established clothing manufacturer based in Botswana had success at the Material World Show in New York. As a result of assistance and support provided by USAID Southern Africa Trade Hub, Label Clothing is expanding its workforce and firmly establishing this family run business in their newly established facilities in Botswana***

The Southern Africa Trade Hub roster of companies sponsored to attend the Material World Trade Show in New York, September 26-28, 2006, included Botswana's Label Clothing.

Label Clothing is a new arrival to Botswana and, pending orders received via Material World contacts, will be a new entrant to the United States market. The facility, located in Selebi Phikwue, employs 490 workers and has concentrated to date on casual wear, specifically men's basics and safari clothing.

While in New York, Label Clothing's Bernice Rensburg met with Dr. Bill Releford, Chairman of Butta, the California-based company commanding the "Made in Africa" brand. Label's samples met Butta's quality test, and Butta has since placed an order valuing \$519,000 for 350,000 units of men's shirts, tracksuits, boxers, and boxer briefs.

Material World New York also served as a catalyst to deepen Label's relationship with another South African partner. The two companies are negotiating to collaborate on orders for two large markets in South Africa: hospital scrubs and prison uniforms.

Since returning to Botswana, Rensburg has followed up with and sent samples to other promising American buyers who expressed interest in Label's product lines during private meetings in New York. An unnamed buyer took special interest in Bernice's personal account of her business' resolve in a hurdle-ridden environment. Bernice writes, "The buyer was very impressed with our range of products. After hours of talking when I gave him the whole history of Label Clothing from start-up, to the setting-up in Botswana, he decided that Label Clothing was definitely a company he wanted to do business with. He found it so amazing that an entire family could all work together for so long and admired our tenacity to persevere."